

MAIL TO:  
Office of the Attorney General  
Registry of Charitable Trusts  
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WEB SITE ADDRESS:  
<http://ag.ca.gov/charities/>

# COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

## ANNUAL FINANCIAL REPORT FOR 2004

(California Government Code Section 12589)

Failure to file annual financial report by January 30<sup>th</sup> annually for each calendar year of solicitation may result in late fees as defined in Government Code Section 12588.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



<b>Name and Address of Commercial Fundraiser:</b> <u>268</u> <b>PUBLIC INTEREST COMMUNICATIONS, INC.</b> Name of commercial fundraiser 7700 LEESBURG PIKE, SUITE 301 NORTH Address of commercial fundraiser FALLS CHURCH, VA 22043 City, State, and ZIP Code	<b>Name and Address of Charitable Organization:</b> CT No. <u>115975</u> F.E.I.N. No. _____ <u>Oceana, Inc.</u> Name of charity 2501 M Street, Suite 300 Address of charity Washington, DC 20037 City, State, and ZIP code of charity
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Figures from (check one): National Campaign ☒ California Campaign ☐

**TELEMARKETING**

(Type of activity)

held (on) (from) Dec. 1, 2003 to Nov. 30, 2004  
(Date or dates must be shown)

Is the contract between the commercial fundraiser and charity based upon a fee or percentage of revenue? Fee ☒ Percentage ☐ Other ☐

If other, provide brief explanation \_\_\_\_\_

### 1. REVENUE

- A. Cash contributions
- B. Entertainment sales or admission charges
- C. Sales from products
- D. Advertisement sales
- E. Membership fees
- F. Other sources: (Specify)

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_

7,826.50  
A. \_\_\_\_\_  
B. \_\_\_\_\_  
C. \_\_\_\_\_  
D. \_\_\_\_\_  
E. \_\_\_\_\_  
Fa. \_\_\_\_\_  
Fb. \_\_\_\_\_  
Fc. \_\_\_\_\_  
Fd. \_\_\_\_\_

### G. TOTAL REVENUE

7,826.50 ✓  
G.

### 2. EXPENSES (SEE ATTACHED)

- A. Fees or commissions
- B. Salaries
- C. Payroll taxes
- D. Employee benefits
- E. Cost of merchandise for resale
- F. Cost of entertainment
- G. Postage
- H. Advertising
- I. Telephone
- J. Rental of equipment
- K. Facilities charge
- L. Permits
- M. Other expenses: (Specify)

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_

A. \_\_\_\_\_  
B. \_\_\_\_\_  
C. \_\_\_\_\_  
D. \_\_\_\_\_  
E. \_\_\_\_\_  
F. \_\_\_\_\_  
G. \_\_\_\_\_  
H. \_\_\_\_\_  
I. \_\_\_\_\_  
J. \_\_\_\_\_  
K. \_\_\_\_\_  
L. \_\_\_\_\_  
Ma. \_\_\_\_\_  
Mb. \_\_\_\_\_  
Mc. \_\_\_\_\_  
Md. \_\_\_\_\_

### N. TOTAL EXPENSES

13,477.84 N.

RECEIVED  
FEB 22 2005  
Attorney General's  
Office  
U.S. Department of Justice

**COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES  
ANNUAL FINANCIAL REPORT FOR 2004**

(California Government Code Section 12599)

Page 2

3. Amount to charity (subtract line 2N from line 1G) - 5651.34 3.
4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity) 0 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) N/A 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) - 5651.34 6. ✓
7. (a) Does any officer, director, partner or owner of the commercial fundraiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the commercial fundraiser has contracted to solicit?
- ☐ Yes ☒ No If "yes" complete the following:

Name of officer, director, partner or owner of commercial fundraiser	Name and address of charitable organization	Relationship of officer, etc. to charitable organization

(b) For each affiliation identified in 7(a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Signature of authorized officer (commercial fundraiser) JOYCE M BRUNDAGE Printed name VP Title 11-12-04 Date

This report must be signed by two officers or directors of the charitable organization for verification.

Signature of authorized officer/director (charity) James F. Simon Printed name VP Title 2/11/05 Date

Signature of authorized officer/director (charity) Michael Hirshfield Printed name VP North America Title 2/11/05 Date

**OCEANA, INC.**  
**CAMPAIGN EXPENSES**  
(Fees & Expenses for this campaign  
are all-inclusive, refer to contract)

Professional Fundraiser's Fee	\$	13,477.84
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Campaign Expenses

Total Campaign Expenses	\$	-
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<b>TOTAL FEES AND EXPENSES.....</b>	<b>\$</b>	<b>13,477.84</b>
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